

EXHIBITOR MANUAL



March 10-13, 2011

Birmingham Jefferson Convention Complex

I General Information

- Exhibitor Check List
- Directions to the BJCC
- **Move-In Days and Hours**
- Move-Out Days and Hours
- Parking
- Shipments -Advanced/Direct



IMPORTANT INFORMATION

II Exhibit Booth Information/Regulations

- Audio/Sound/Music
- Badges (Exhibitor)
- **Tax Regulations**
- Deliveries To Exhibitors During The Show
- Demonstrations and Handouts
- **Flooring**
- Food and Beverage Regulations
- Giveaways/Contests/Promotions
- Insurance
- Material Handling and Labor
- Sign Regulations
- Staffing
- Standard Exhibit Booth
- Tables/Table Skirting



MANDATORY (if applicable)



MANDATORY

III Fire, Safety and Security Information/Regulations

- **Draining Of Water From Exhibits**
- Electrical Devices
- Fireplace Exhibits
- Fire Regulations
- Fuel Tanks/Flammable Liquids
- Lawful Operation
- Show Security
- Smoking
- Storage



**IMPORTANT INFO-
MUST READ**

EXHIBITOR CHECK LIST

For your convenience, we have included the Exhibitor Check List for items you may need for your booth. Order forms are now available online at www.HomeShowBirmingham.com. To take advantage of available discounts, please order in advance. Additionally, please keep copies of all your orders and bring them to the Show.

<u>SERVICE</u>	<u>CONTRACTOR</u>	<u>PHONE/FAX</u>
BOOTH FURNISHINGS tables, chairs, carpeting, displays Advanced Order Deadline: February 28	George Fern Exposition & Event Services 125 Fernco Drive Nashville, Tennessee 37207	T: 615-256-0357 F: 615-256-0490
FORKLIFT, LABOR Advanced Notice is required. Deadline: February 28	George Fern Exposition & Event Services 125 Fernco Drive Nashville, Tennessee 37207	T: 615-256-0357 F: 615-256-0490
ELECTRIC, PLUMBING, COMPRESSED AIR, NATURAL GAS Advanced Order Deadline: February 25	Birmingham Jefferson Convention Complex 2100 Richard Arrington Jr. Blvd N. Birmingham, AL 35202-13347	T: 205-458-8898 F: 205-458-8494
TELEPHONE & INTERNET Advanced Order Deadline: February 25	Birmingham Jefferson Convention Complex 2100 Richard Arrington Jr. Blvd N. Birmingham, AL 35202-13347	T: 205-458-8898 F: 205-458-8494
Food Vendors Pre- show Approval Deadline: February 25	Birmingham Jefferson Convention Complex 2100 Richard Arrington Jr. Blvd. N. Birmingham, AL 35202-13347	T: 205-324-5000

LOCATION

Birmingham Jefferson Convention Complex

2100 Richard Arrington Jr. Blvd. North

Birmingham, AL

Phone: (205) 324-5000

SHOW DATE & HOURS

Thursday	March 10	Noon - 9:00pm
Friday	March 11	10:00am - 9:00pm
Saturday	March 12	10:00am - 9:00pm
Sunday	March 13	11:00am - 6:00pm

SHOW MANAGEMENT

Birmingham Home & Garden Show

Marketplace Events

110 Munger Circle

Trussville, Alabama 35173

T: 205-420-9414

F: 205-623-1308

The Birmingham Home & Garden Show staff will maintain a show office on site at the show.

SHOW STAFF:

Jackie Jones, Show Manager

Cindy Czaja, Administrative Assistant – on site

Donna Fial, Administrative Assistant – pre-show

Toni Wlosinski., Administrative Assistant – on-site

PUBLIC RELATIONS:

Liz Morgan PR

Liz Morgan

Phone: 904-608-3823

liz@lizmorganpr.com

**SHOW CONTRACTOR/
DECORATOR**

George Fern Exposition & Event Services

125 Fernco Drive

Nashville, Tennessee 37207

Phone: 615-256-0357

Fax: 615 -256-0490

I GENERAL INFORMATION

DIRECTIONS TO THE BIRMINGHAM JEFFERSON CONVENTION COMPLEX

Birmingham Jefferson Convention Complex

2100 Richard Arrington Jr. Boulevard North
Birmingham, Alabama 35203
205-458-8400

From Atlanta and Gadsden

Take 22nd Street exit from I-20/59 west (125) At bottom of ramp go straight across 22nd Street. At the next intersection take a right on to Richard Arrington Jr. Blvd North. The Sheraton Birmingham Hotel and Medical Forum are on your right and the Arena, Concert Hall, Exhibition Halls and Meeting Rooms are on your left.

From US Hwy 280

Take Carraway Blvd. exit. At the second light take left on to Richard Arrington Jr. Blvd North. Go four blocks.

From Huntsville, Montgomery or Tuscaloosa

At the downtown interchange of I-20/59 and I-65 take I-20/59 east to Atlanta and Gadsden. Take the 17th Street exit (125A) and turn left on to 8th Avenue (first light). Take left on 19th Street, go under the interstate and the Arena is on the right side of the street.

MOVE-IN INFORMATION

Move-In Tips For All Show Exhibitors:

- Vehicles/Trucks may temporarily park in loading dock #2 to offload display/equipment. This is located across from the Sheraton Hotel off Richard Arrington Jr. Blvd N. Once your display/equipment is unloaded and delivered to your booth your vehicle must be moved to an area parking lot or ramp to allow other exhibitors access to the building. **DO NOT leave your vehicle parked in the unloading zone while you are setting up your booth. This policy will be strictly enforced.** Security will monitor all loading/unloading zones, and tickets may be issued and/or tow trucks called if deemed necessary.
- Vehicle Access to the Exhibit Hall is an accommodation to those exhibitors whose product displays are too heavy or large to transport from the dock by dolly or forklift. **Please note that vehicle access on the exhibit floor will not be available after 1:00 PM on Wednesday, March 9.** Please plan on moving in on Monday afternoon March 7 or Tuesday, March 8 for best results.

- Material handling equipment will be available from noon – 4:00 PM, Monday, March 7 and from 8:00 am - 4:00 pm during move-in Tuesday, March 8 and Wednesday, March 9.
- Move-in is to be completed by 6:00 pm on Wednesday, March 9. Finishing touches to your display can be done on Thursday, March 10 between 8:00 AM – 11:00 AM. The Show will open promptly at noon on Thursday, March 10. There will be no move-in on Thursday, March 10. Exhibitors will only be allowed to touch up their display and to make it show ready.

MOVE-IN DATES AND HOURS:

Monday, March 7: Noon - 6:00 PM (landscapers and large exhibits)

Tuesday, March 8: 8:00 AM – 6:00 PM

Wednesday, March 9: 8:00 AM – 6:00 PM

MOVE-OUT DAYS AND HOURS

Strictly
Enforced

No dismantling or removal of exhibits or exhibit material will be permitted before 6:05 pm on Sunday, March 13th.

Sunday March 13, 6:05 pm – 10:00 pm

Monday March 14, 8:00 am – Noon

All exhibits and exhibit material must be removed from the Birmingham Jefferson Convention Complex by Noon on Monday, March 14,

Exhibitors are strongly urged to remove all cartons and portable items from the building immediately after the close of the show. While show management will take reasonable measures to safeguard such items, immediate removal will minimize the possibility of loss from pilferage. Please note the special instructions under heading “Insurance”. Show management will provide assistance to expedite the removal of exhibitor goods from the exhibit area. Exhibitors are urged, in their own interest, to assign responsible representatives who will handle shipping arrangements and documentation. Marketplace Events, George Fern Company and the Birmingham Jefferson Convention Complex are not responsible for lost or stolen items or materials.

PARKING

Self parking is available for over 1700 vehicles. Self parking for vans as well as disabled parking areas are available near the hotel. If special parking arrangements are required, please contact Jackie Jones, Show Manager at 205-420-9414.

SHIPMENTS

- a. **Advanced Shipments:** All shipments must be pre-paid. Collect shipments will not be accepted. Certified weight tickets required for unloading. The last date to ship to the warehouse is March 5 by 3:00 PM.

To: Name of exhibiting company
c/o Fern Exposition & Event Services
Fern Transportation
2101 Richard Arrington Jr. Blvd N.
Birmingham, AL 35203

COMPANY NAME _____ BOOTH _____

- b. **Direct Shipments:**
Direct shipments to the show will be accepted on/or after Monday, March 7, and should be marked as follows

To: (Name of Exhibiting Company)
c/o Fern Exposition & Event Services
BJCC
2100 Richard Arrington Jr. Blvd North
Birmingham, AL 35203

COMPANY NAME: _____ BOOTH: _____

- c. **UPS/Federal Express/U.S. Postal Service Express, etc. deliveries:**
Exhibitors' packages should be scheduled to arrive at the Birmingham Jefferson Convention Complex Center no earlier than Tuesday, March 8 and should be marked as follows:

Birmingham Jefferson Convention Complex
c/o Birmingham Home & Garden Show – Show Office
2100 Richard Arrington Jr. Blvd North
Birmingham, AL 35203

COMPANY NAME: _____ BOOTH: _____

II EXHIBIT BOOTH INFORMATION/REGULATIONS

AUDIO/SOUND/MUSIC

Use of audio equipment, microphones and musical instruments are permitted, however, sound levels must be kept at a volume that Show Management deems reasonable.

Violators will receive one warning. If there is a problem with volume, Show Management reserves the right to prohibit the exhibitor from using sound equipment for the remainder of the show.

MUSIC LICENSE AND PHOTOGRAPH RESTRICTIONS

Each exhibitor is responsible for obtaining all necessary licenses and permits for usage of music, photographs or other copyrighted materials in their booth or display. Exhibitors will not be permitted to play, broadcast, perform or use copyrighted material such as photographs or other artistic works without first presenting to Marketplace Events satisfactory proof that the exhibitor has, or does not require, a license to utilize such music or copyrighted material. Marketplace Events reserves the right to remove from the exhibit hall any portion of a booth or display incorporating music, photographs or other copyrighted material(s) for which the exhibitor has failed to produce a license of ownership and/or legal usage. The exhibitor is liable for and shall indemnify and hold harmless Marketplace Events and the facility, their agents and employees from all claims, causes, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent, copyright or trade secret rights or privileges. For additional information please contact your local ASCAP, BMI or other appropriate official/entity.

BADGES/ADMISSION TO THE SHOW

- ✓ Marketplace Events will provide exhibitors with badges and holders. Each exhibitor is entitled to five (5) badges and holders for up to 200 sq. ft. of exhibit space, (10) badges and holders for up to 400 sq. ft. and (15) badges and holders for 500 sq. ft. or more thereafter. Maximum quantity (15).
- ✓ Badges are available during move-in at the Show Office. Exhibitors will be required to present photo identification and a business card, and to sign for their own individual badge.

- ✓ Badges are designed for business card to be attached. Exhibitors are responsible for providing personalized business cards per badge holder.
- ✓ Exhibitor badges are only for principals and employees staffing the exhibit. **Badges are not permitted to be used as guest passes** for friends or family, and will be confiscated by management if used for these purposes.
- ✓ Badges which have been lost, left at the booth, forgotten, or misplaced must be replaced at the exhibitor's expense at a cost of \$6.00 per badge upon entering the show.

**** THE EXHIBITOR ENTRANCE WILL BE OPEN EACH SHOW DAY**

ONE HOUR BEFORE THE SHOW OPENS **

If you wish to order additional badges, please call 1-800-274-6948 (Donna Fial, ext 210) or (Cindy Czaja, ext 206). The charge for additional badges will be \$6.00 each.

Alabama Sales Tax

A 4% Alabama sales tax, a 2% Jefferson County tax and a 4% city tax applies to all exhibitors who are selling a "retail" product during the show. This would mean that attendees would leave the show with the actual product.

Applicable forms and envelopes will be delivered to each exhibitor's booth on Friday, March 10. The forms will be picked up by the respective tax departments on Sunday, March 13.

Retail exhibitors who are located in the Birmingham area can elect to remit their taxes from the show at the same time as they remit their regular sales taxes. However, they need to complete the forms to say that this is the option taken.

Marketplace Events is required by law to provide the Department of Revenue with a complete list of exhibitors, addresses, contacts and phone numbers. Feel free to contact each department directly.

Alabama State Tax – 4%

Contact: Sheneka Hall (205) 733-2762

Alabama Department of Revenue
Sales, Use, & Business Tax Division
Jefferson/Shelby Taxpayer Service Center
P.O. Box 1927
Pelham, Alabama 35124

City of Birmingham Tax – 4%

Contact: Joan Moffett (205) 254-2940

Jefferson County Tax – 2%

Contact: Don Williams (205)731-2955



DEMONSTRATIONS AND HANDOUTS

Exhibitors demonstrating products and/or distributing marketing material, product samples, or souvenirs are not permitted to do so outside the confines of the rented exhibit display area. **'Working the aisles' is strictly prohibited and will be enforced by show management.**

FLOORING (MANDATORY)

It is mandatory for all exhibit floors to be carpeted or covered in a professional manner. Carpeting, astroturf, hardwood, tile, vinyl flooring, etc. may be used. **100% of the booth floor space must be covered.** All edges of carpeting must be secured using double sided tape on the underside of the carpet. Duct tape is not permitted.

REMINDER

Visqueen must be placed on the floor before laying any bricks, patios, mulch, etc. Do not drill holes, nail, glue or affix flooring to the Convention Complex flooring. Any damage to the Convention Complex flooring will be repaired at the exhibitor's expense.

FOOD AND BEVERAGE REGULATIONS

All food exhibitors must meet the operating codes of the Jefferson County Department of Health. Compliance with the Health Department must be completed prior to the opening of the show. All food must be provided in sample sizes.

GIVEAWAYS/CONTESTS/PROMOTIONS

Giveaways, contests and like promotions conducted by exhibitors in conjunction with their display must adhere to all applicable laws and must be of a clear-cut nature, free of any obligation on the part of the winner. The awards and the terms of the same must be clearly stated on the entry form.

INSURANCE

Show Management is insured against public liability and property damage claims arising out of the conduct of the show. This insurance does not cover the exhibitor's properties, which are placed on display at the exhibitor's risk.

Every reasonable precaution will be taken to protect the exhibitors' properties, although Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident, or other causes.

Additionally, Show Management assumes no responsibility or liability for injury to an officer, employee or agent of the exhibitor, or to any other person, occurring by reasons connected with the exhibitor's participation in the show. It is recommended that exhibitors insure against such hazards. This can be arranged through your own insurance broker for a nominal fee. Please refer to item #4 on your Exhibit Space Agreement for details.

MATERIAL HANDLING AND LABOR

Manual labor required for material handling and/or equipment set-up & dismantle is the responsibility of the individual exhibitor. Show Management will provide a limited amount of forklift equipment, small dollies, and limited manual labor to assist in the handling of exhibitor's goods from a loading dock or door to the exhibitors' display, as well as for storing empty crates in the storage area. Exhibitors requiring extraordinary material handling equipment such as a crane or scissor-lift can be accommodated at their own expense, provided early notification of their requirements are given to Show Management.

SIGN REGULATIONS

The following allowances apply at the Birmingham Jefferson Convention Complex

**PLEASE NOTE: All signage must be professional.
*Handwritten signs are not permitted.***

<u>TYPE OF BOOTH</u>	<u>SIGN HEIGHT ALLOWANCE</u>
In-line Booth A booth 10 feet deep and 10 feet wide or longer in width placed side-to-side with another booth.	8 Feet
Perimeter Booth A booth located on the perimeter of the show.	10 Feet
Peninsula Booth Any booth with open aisles on three sides.	12 Feet
Island Booth Any booth with open aisles on all four sides.	14 Feet

Suspended signage is permitted and must be finished on all sides, inside and out, and must not extend beyond the rented booth dimensions. Unfinished signs will not be permitted and will be removed. Suspended signs are permitted only over island and peninsula booths. Suspended signage is not permitted over in-line booths.

STAFFING

All exhibits must be staffed during published show hours. Exhibitors who do not properly staff their booths will not be permitted to reserve space in future shows.

STANDARD EXHIBIT BOOTH

Each exhibit booth will come with an 8' draped backwall. On each side, a 32" high draped siderail will extend from the back of the booth to the front of the booth. Bulk areas (island displays) will not be furnished with backwalls and siderails.

Drape Colors:

Black and White

PLEASE NOTE: Only the style & color of drapery as described above will be supplied at no cost. The standard drape equipment is the property of the official show contractor. Permission must be obtained to attach materials to the drape and/or to use the equipment for any other purpose.

Siderail/Drape Regulations



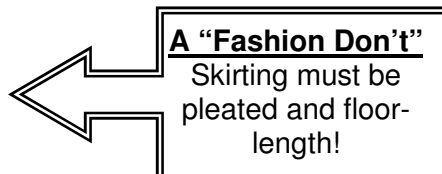
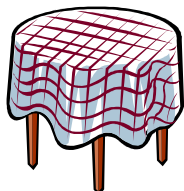
Exhibitors are permitted to build sidewalls to a maximum height of 8 feet. This includes backwalls and sidewalls. In theory, an exhibitor can build their display to the height of 8 feet on all four sides. If your display exceeds 8 feet (whether it is the backwall or the sides) you must call Marketplace Events for approval.

All exposed areas of the exhibit must have finished surfaces including back and sides. Graphics, logos or print facing into another booth is strictly prohibited. Any unfinished portion of a booth requiring a finished surface will be draped at the expense of the exhibitor. Show Management will determine if such drape is needed and shall have final say regarding this regulation.

Show Management reserves the right to refuse entry or to have removed at the exhibitor's expense any display which is not in accordance with these rules and regulations. If any doubt exists, the exhibitor must provide details and have such exhibits approved by Show Management. Show Management shall have final say with regards to height and siderail regulations.

TABLES / TABLE SKIRTING

It is mandatory that all tables be professionally skirted. Skirting must extend from the edge of the table to the floor on 3 sides, and must be pressed and neat. Plastic or other types of "residential" table cloths **ARE NOT PERMITTED.** This will be strictly enforced.



III FIRE, SAFETY AND SECURITY INFORMATION/ REGULATIONS

ELECTRICAL DEVICES

All electrical extension cords, flood lights, wiring and hook-ups must meet UL and National Electrical code requirements and be in compliance with all Alabama State and local ordinances. The local authority having jurisdiction over the Birmingham Jefferson Convention Complex has the legal right to shut down the event if appropriate procedures are not being followed and/or proper equipment is not being used. Electrical cords used must be of the three-wired grounded type. All exposed non-current carrying metal parts of fixed equipment which is liable to be energized, shall be grounded and U.L. listed.

FIREPLACE EXHIBITS

- A. Pellet-burning fireplaces **will not** be permitted to burn during the show.
- B. Extra propane tanks **can not** be stored in exhibit areas. If an exhibitor needs to refill propane tanks, replacement propane tanks must be brought in as needed.

FIREPLACE EXHIBITS(Cont)

- C. Fireplaces **will not** be permitted to run continuously during the show. They can only be turned on for demonstration purposes.
- D. Exhibitors must provide **“HOT”** signs for fireplaces. This will serve as a warning for the general public.

**** THESE RULES WILL BE STRICTLY ENFORCED ****

FIRE REGULATIONS

The Birmingham Fire and Rescue Departments require the following regulations be observed at all times throughout the Complex:

- The use of untreated hay, straw, or cotton bales is prohibited.
- Flammable decorations or flammable decorative materials are prohibited.
- All draperies, drops, curtains, and table coverings used are to be noncombustible, inherently flame resistant, or treated and maintained fire resistant.
- The Fire Marshall may require proof that the materials used are fire resistant or have been treated to be fire resistant.
- Open flame, candles, torches, etc. are prohibited.
- No covered structures, such as tents, roofs, or overhead coverings, are allowed on any display in a building equipped with fire sprinklers without prior approval of the Fire Marshall.
- All utility panels, fire hose cabinets, standpipes, fire extinguishers and fire alarms must remain visible and accessible at all times.
- Drapes, decorations, buntings and other decorative materials must be fire retardant and/or properly treated to meet the requirements of flame proofing.
- Cotton batting (whether natural, artificial or manufactured) straw, dry vines, leaves, hay, pine needles and sawdust are prohibited unless treated to be fire retardant. The use of cut trees, such as Christmas trees, must have prior approval of the Fire Marshall.
- Flammable liquids of any sort are prohibited in public buildings.

- Five-pound bottles of L.P. gas may be used for demonstration purposes only if approved by the Fire Marshall.
- **Cooking Displays:** Displays involving cooking with a pan or deep-frying must have a 2A-10BC rated fire extinguisher in the booth. No L.P. gas cooking is allowed.

FUEL TANKS/FLAMMABLE LIQUIDS

** EXHIBITORS MUST RECEIVE PRIOR APPROVAL FROM SHOW MANAGEMENT BEFORE PLACING VEHICLES WITHIN THEIR EXHIBIT DISPLAY AREA. This includes personal or professional vehicles. Once placement of a vehicle has been approved by Show Management, the following guidelines must be adhered to:

- Stationary fuel tanks (ex: motor homes, ATV's, automobiles) must have no more than 1/4 tank of gas.
- The gas cap must be a locking cap or have the ability to be secured.
- The hot lead of the battery cable must be disconnected or taped.
- All L.P. containers from vehicles, motor homes, etc. must be removed unless the containers are new and are empty.
- A set of keys must be left with Show Management for the duration of the show.

LAWFUL OPERATION

Exhibitors must comply with all federal, state and municipal laws and administrative rules, including but not limited to those relating to licenses and permits, work hours, work conditions, safety standards, payment of wages, income taxes, unemployment, FICA withholdings, and workers' compensation coverage.

SHOW SECURITY

Security guards will be on duty 24 hours during all move-in, show and move-out hours. Please contact Show Management if loss or damage is experienced. A locked storage area is available for exhibitor use. Exhibitors will be given access to the room when accompanied by Show Management, and for a period of one hour preceding show opening and one half-hour following show closing each day.

Additionally, please be certain that a responsible representative remains with your display at the close of the show on March 13th. This individual should remain with your goods until they are removed from the building. If this is not possible, bring all your valuables to the locked storage area, which will be available at no charge to all exhibitors.

Please exercise common sense with regard to your personal belongings in your exhibit area. Never leave purses, wallets, IPADS, computers, cell phones or other valuables unattended.

SMOKING REGULATIONS

The Birmingham Jefferson Convention Complex is a smoke – free facility. Smoking is allowed in designated smoking areas outside the facility.

STORAGE

Crates and cartons will be stored at no charge in approved storage areas during the show.

Once crates are empty and ready to be stored, place an “empty” storage label on the box/crate. Labels are available at the George Fern service desk. Identify in large lettering the name of your company and your booth number. Crates and cartons will be returned to your company as soon as possible after show closing.